

# CHINA THROUGH MEDIA

Gresham College Lecture 01 Dec 2020

Hugo de Burgh 戴雨果

For Western governments and firms, coping with China is an ever more pressing concern.  
To respond wisely, they need to understand what makes China tick. *The Economist* 28<sup>th</sup>  
November 2020 p55

THE  
LONG NIGHT  
沉默的真相







# Reticent Truth 沉默的真相

Aiqiyi platform 2020: Available in English as *The Long Night*



# 沉默的真相

Reticent Truth. Aiqiyi Platform 2020

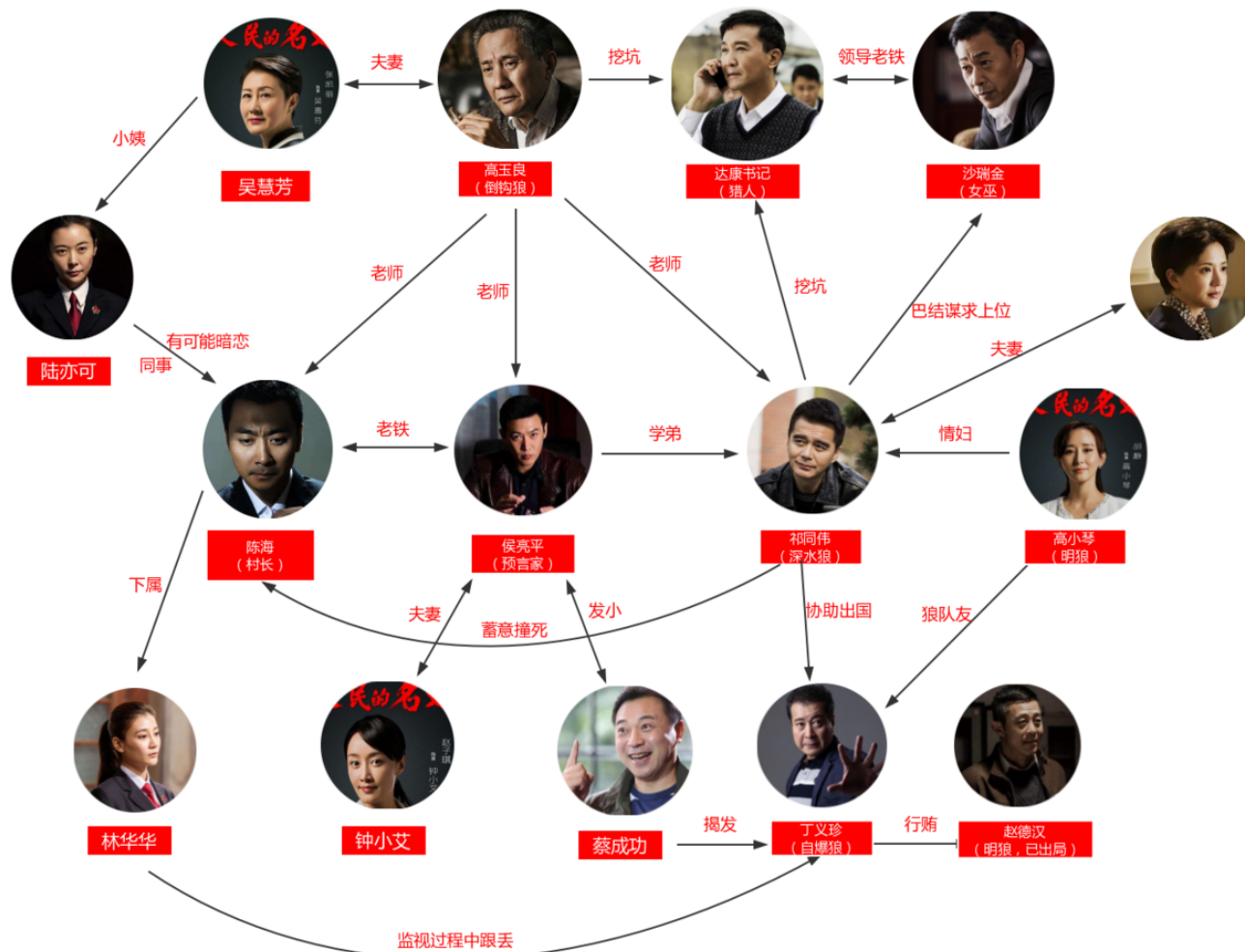


人民的名义  
In the name  
of the people

12/2/20



## 《人民的名义》





# Bao Gong 包公. His modern counterpart.

The hero of public spirit and probity in historical drama, in children's storybooks and on screen today

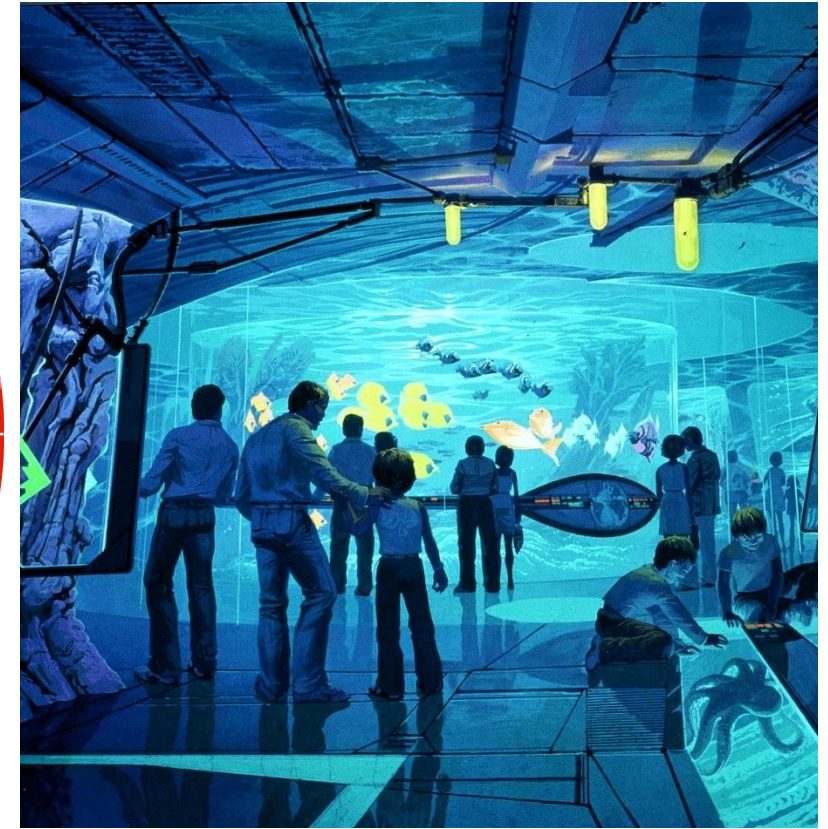
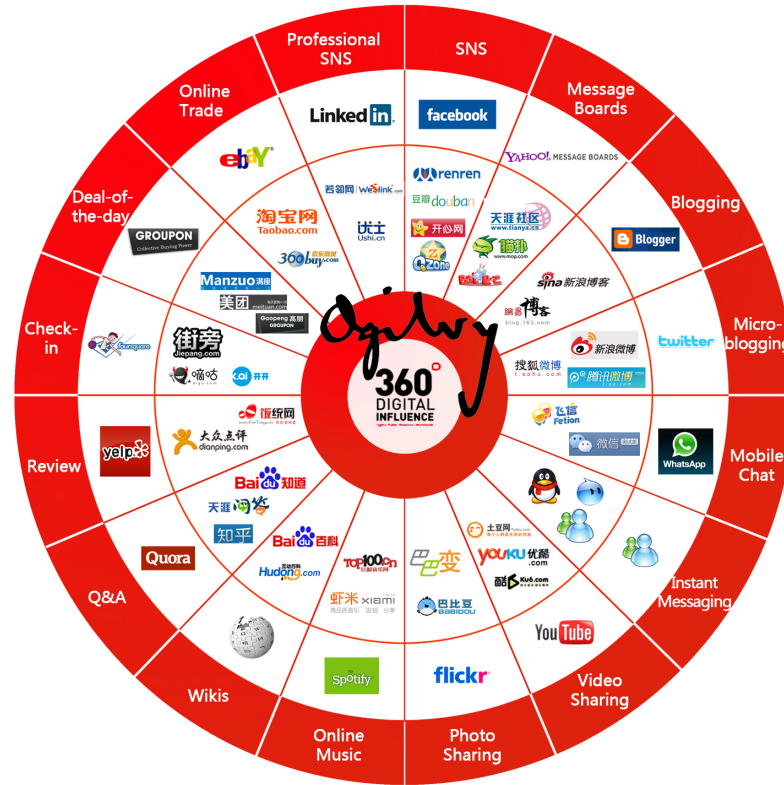




# CHINA THROUGH MEDIA

Hugo de Burgh 戴雨果





# Overview of the system

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# PANDEMIC on screen

- (Aiqiyi) *A Chinese Doctor*
- (CGTV) *Lockdown: One Month in Wuhan*
- (CCTV) *Fighting Covid19*
- (CGTN drama) *With you*





Governance and the world:  
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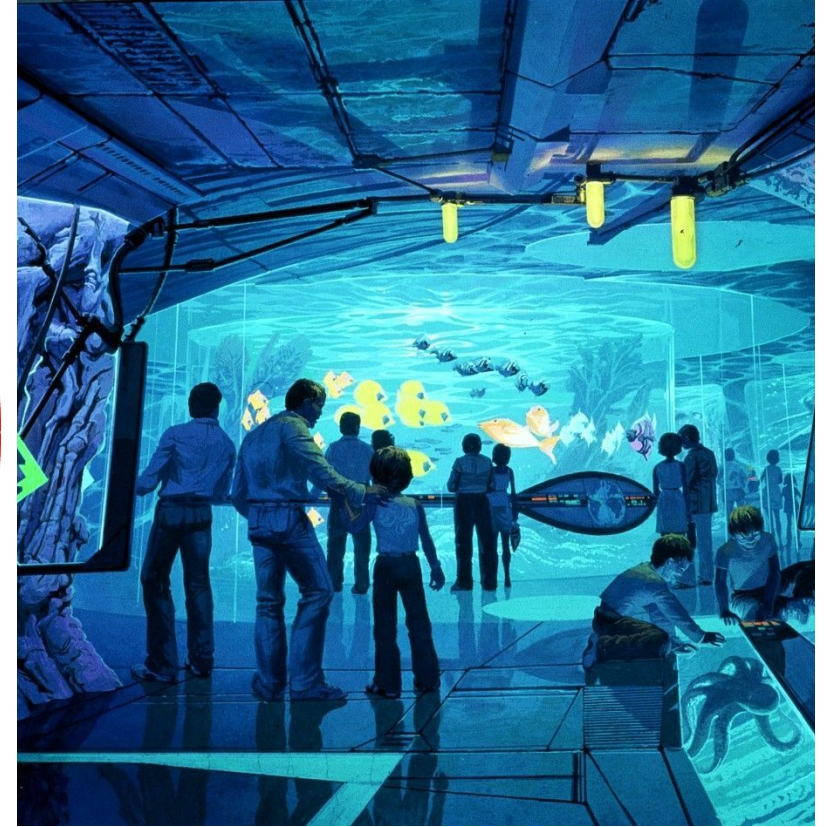






Family life & women: 都挺好 All's Well





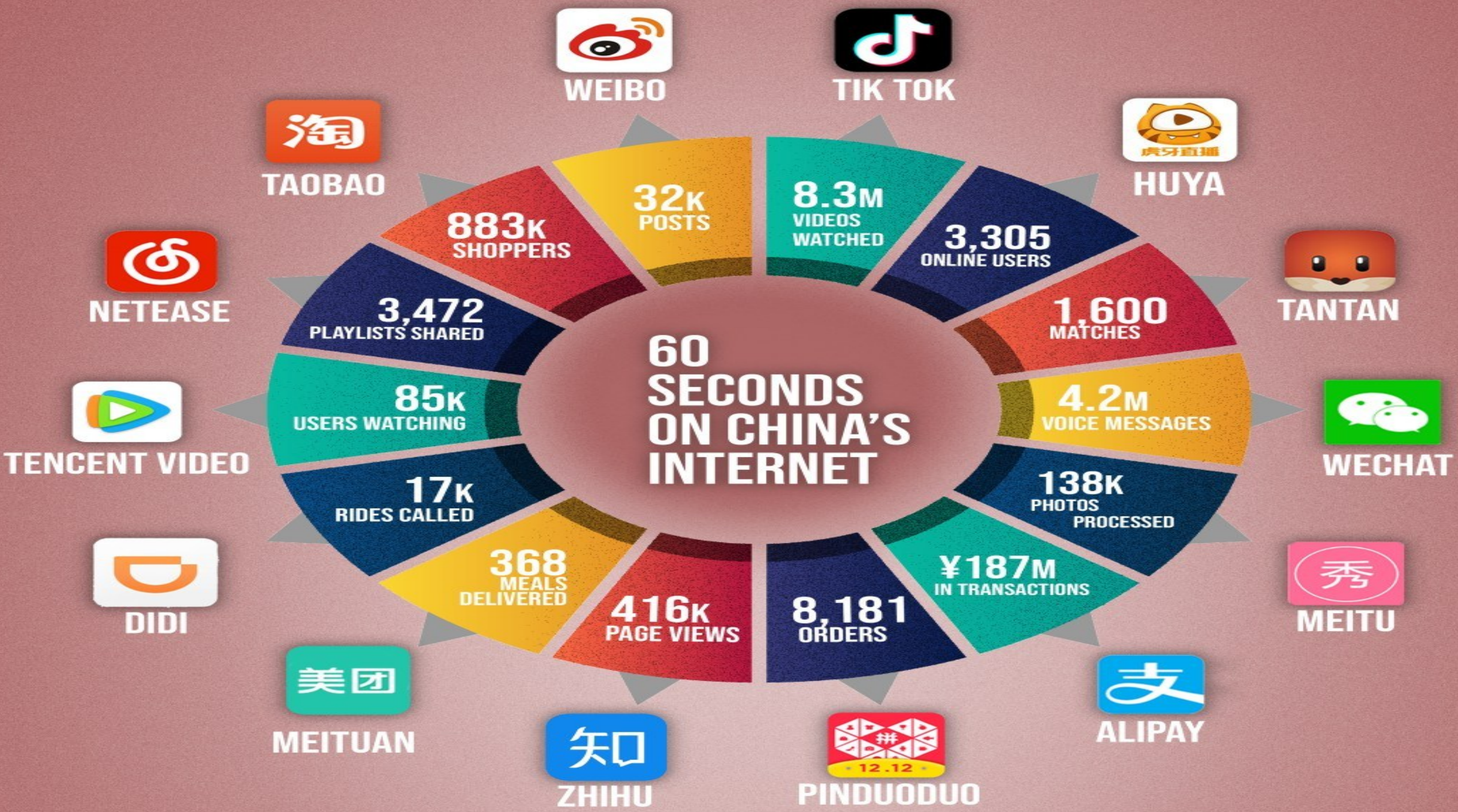
# Overview of the system



# The *Networksphere*

- 900 million Internet users and
- 1.3 billion mobile phones
- 60% Internet users watch TV online
- Biggest take-up of e-commerce and use of mobiles for news and entertainment



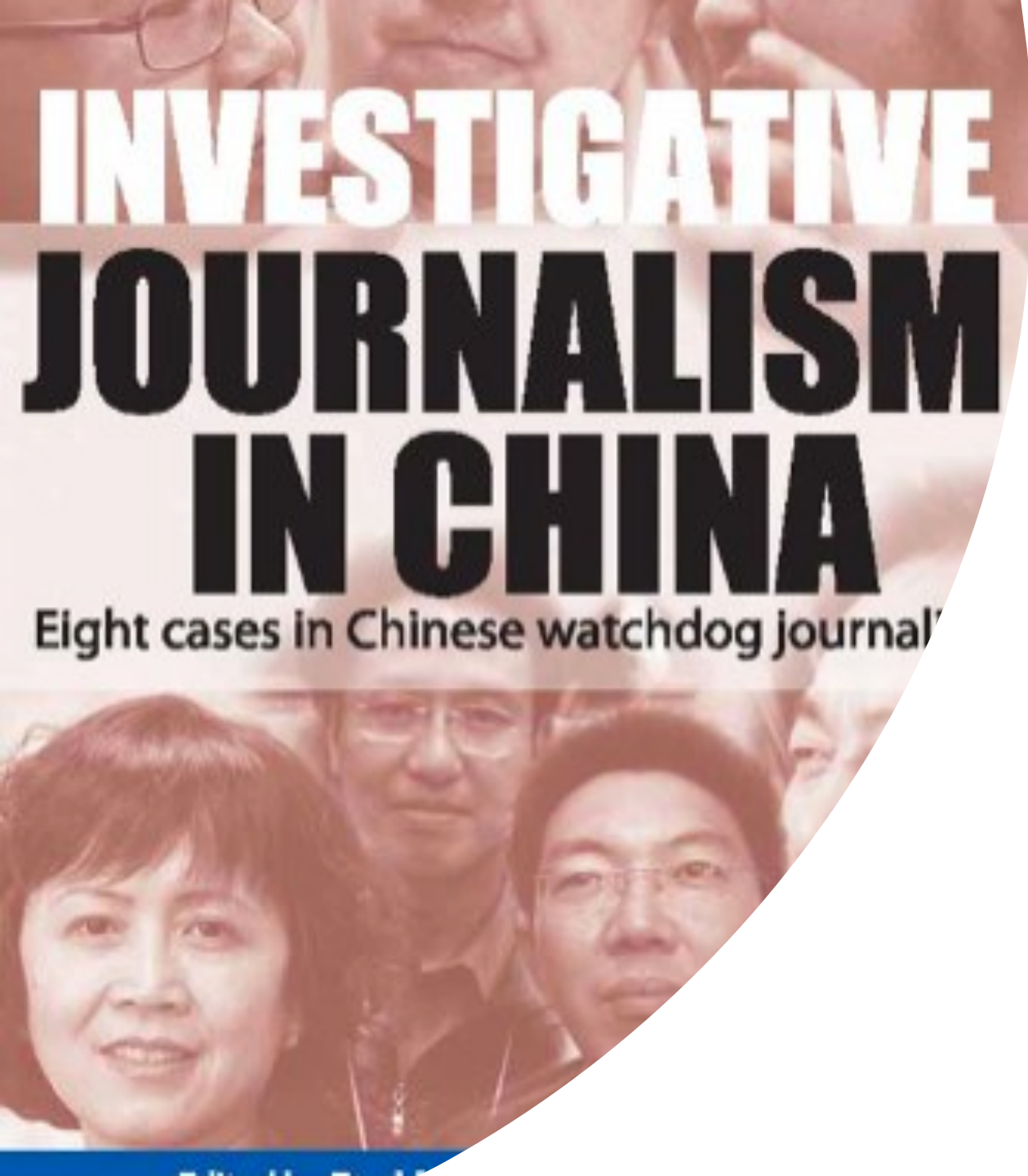






INVESTIGATIVE JOURNALISM AND SOCIAL MEDIA: CUI'S BLOG

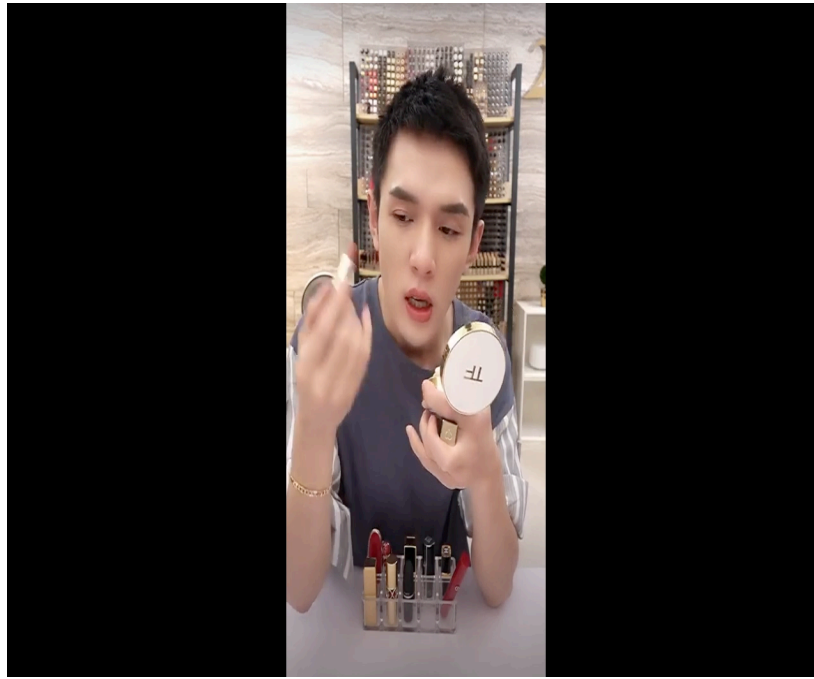




# INVESTIGATIVE JOURNALISM IN CHINA

Eight cases in Chinese watchdog journalism

Heyday of IJ in 1990s.  
Every TV station and many  
newspapers.  
Since 2013 much diminished  
but some spectacular  
investigations.



# TIK TOK!

Technology lets you do it: should you?

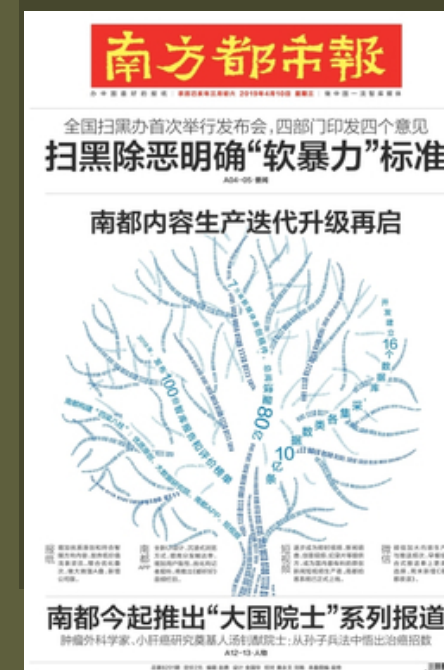


# Tik Tok hosts China's biggest lipstick salesman



# 2,000 newspapers

- Reference News
- 参考消息
- 
- Peoples' Daily
- 人民日报
- 
- Southern City Daily
- 南方都市报
- Yangtze Evening News 扬子晚报





# 10,000 magazines

- Stories 故事会
- Bestie 知音
- Family 家庭
- Reader 读者



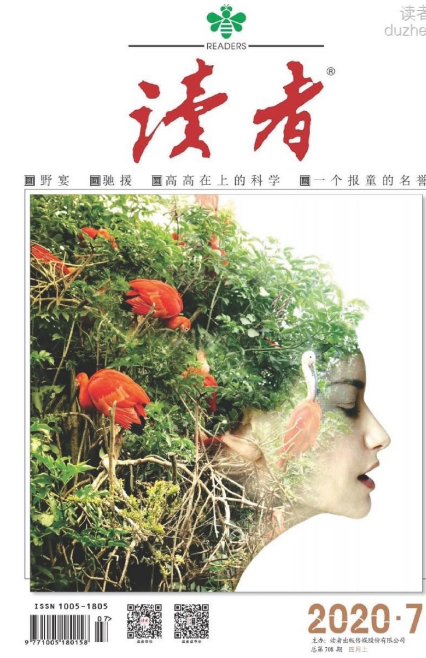
<https://zhiyin.xueshu.com.cn/>

<https://duzhege.cn/2020-07.html>



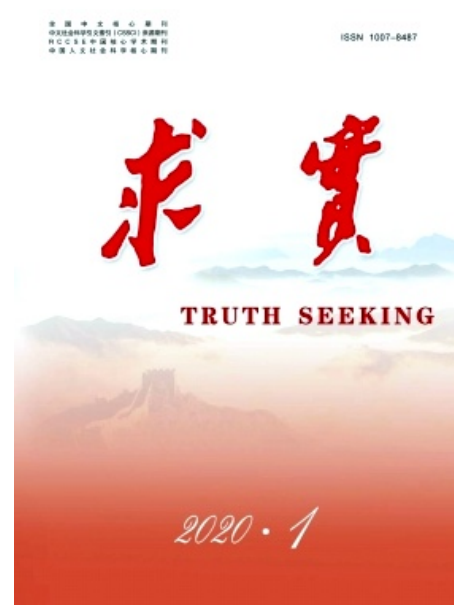
<http://www.zazhipu.com/showlist196814.html>

[http://www.storychina.cn/frnOnlineStory\\_Detail.aspx?ID=4541](http://www.storychina.cn/frnOnlineStory_Detail.aspx?ID=4541)



# Current Affairs

- *Truth Seeking* 求实  
(formerly *Red Flag*)
- *Finance* 财经
- *New Finance* 财新
- *China Weekly*  
中国周刊
- *Xinmin Weekly*  
新民周刊
- *China Newsweek*  
中国新闻周刊
- *Century Weekly*  
新世纪周刊





# Foreign fashion magazines

- Elle China  
世界时装之苑
- Rayli 瑞丽
- Cosmopolitan  
时尚杂志
- Harper's Bazaar 时尚芭莎
- Marie Claire 嘉人
- Vogue 服饰与美容
- FHMChina 男人装
- GQ 智族



# SCREEN MEDIA



- 1.2 billion access TV
- more broadcast channels than any other country
- average citizen watching TV 3 hrs per day, mostly entertainment shows and drama





## 新闻联播 National News

- CCTV dominates News coverage
- Before President Xi, the national media had more autonomy but Xi has tightened political control
- Simulcast News 新闻联播, daily 7pm to 400 million followed by the provincial or local news

# Actuality





# 未来媒体研讨会 Future of Public Media

Centre, University of W  
r for Radio and T

University of Ch

Jeremy Paxman Chairwoman Wang Hui and Bai Yansong

Jeremy Paxman

Bai Yansong





Talking everything through: *Weirdo says.....*

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# Youth chat shows: 放学别走 *After Class*

This is the set of a chat show, launched last year. And some of the production team.





Talent shows:  
中国达人秀

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# 跨次元新星 DimensionNova

- First virtual talent show
- Three 'celebrity' judges
- 32 Virtual contestants








国家宝藏

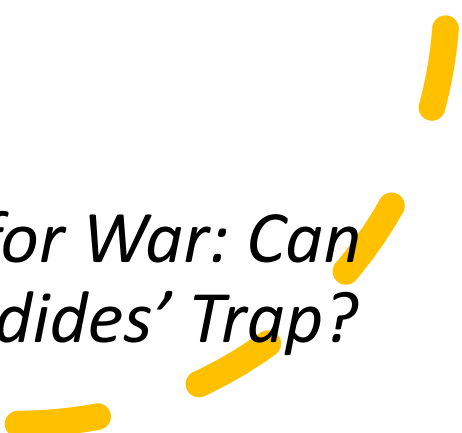
*The Nation's  
Treasures*





- It is very silly to assume that China's vital interests mirror those of the United States. China and the west are separated by deeply different civilizational values and it is essential to understand that.

- Allison Graham (2017) *Destined for War: Can America and China Escape Thucydides' Trap?*



# Dating show

非诚勿扰

## don't bother me if not sincere











# 忘不了餐厅 Forget-me-not-café

- 5 people with Alzheimer's run a café, managed by actor Huang Bo 黄渤
- Shot in a seaside village in Shenzhen
- Very high ratings, especially among young people
- Sponsored by largest mineral water company







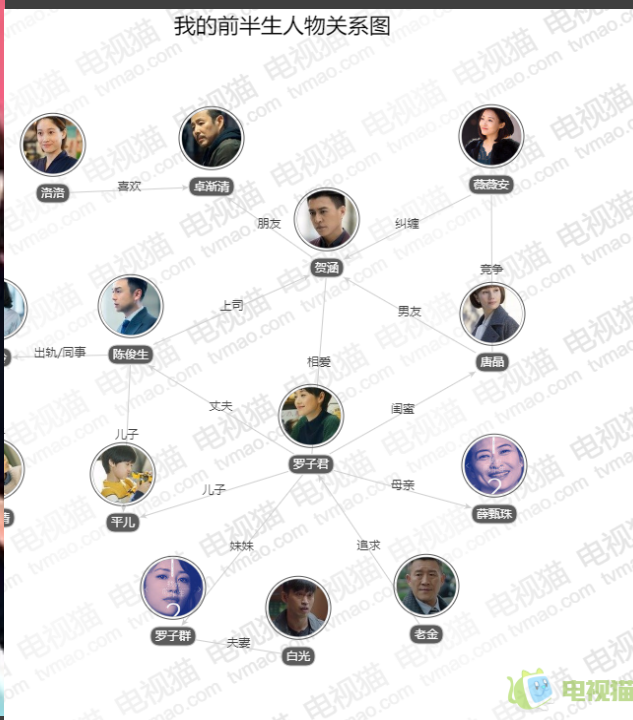








21<sup>st</sup> century family life :  
*Good Husbands*



- 2 female friends, 1 a housewife, 1 highflier
- Housewife's husband shacks up with colleague
- Housewife divorces, starts from bottom
- Housewife then has to resolve her younger sister's marital crises and her widowed mother's
- Struggles at work but is helped by highflier's fiancé
- Fiancé falls in love with housewife
- Highflier feels she has lost her hopes of marriage and family





温州一家人 A Family from Wenzhou





## Three big issues



- Tackling Covid19
- ‘Our system’
- Women and family





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Over 30 years China has pulled off the 'the English industrial revolution and the global information revolution combusting simultaneously and compressed into not 300 years but 30'.

Kevin Rudd

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Family life & women: 都挺好 All's Well







Thank you for your attention

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谢谢关注、请多指教